

ORDER



Orders	Order / Rev:	65452	Primary AE:	Millennium Washington DC
	Alt Order #:	9841428 /Brad	Sales Office:	MNAT
	Product Desc:	TOM SMITH FOR SENATE	Sales Region:	National
	Estimate:			
	Flight Dates:	10/16/12 - 10/22/12		
	Original Date / Rev:	10/12/12 / 10/12/12		
	Order Type:	GENERAL		
Agency	Name:	SRCP Media	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		201 North Union Street Suite 200	Agency Commission:	15%
		Alexandria, VA 22314		
Advertiser	Name:	Smith/R/Senate	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	US Senate	Advertiser External ID:	
	Priority:	P-2	Agency External ID:	
	Revenue Codes:	AGY, POL-CAND, GEN		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/22/12	81	\$28,540.00	\$24,259.00	October 2012	81	\$28,540.00	\$24,259.00	0.00
					Totals	81	\$28,540.00	\$24,259.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
WHP-TV CBS21	20%	\$28,540.00
Market	100%	\$142,700.00

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	45%	\$64,215.00
WHTM	25%	\$35,675.00
WLYH	0%	\$0.00
WPMT	10%	\$14,270.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/16/12	10/22/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	MTWTF--	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
N 2	WHP	10/16/12	10/22/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	5	\$325.00	P-2	0.00	NM	5	\$1,625.00
N 3	WHP	10/16/12	10/22/12	M-F 1230p-2p Soap Rotator	CM	1230p-2p	MTWTF--	:30	10	\$75.00	P-4	0.00	NM	10	\$750.00
N 4	WHP	10/16/12	10/22/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N 5	WHP	10/16/12	10/22/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
N 6	WHP	10/16/12	10/22/12		CM	530p-6p	MTWTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00

Order / Rev: 65452
 Alt Order #: 9841428 /Brad
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Smith/R/Senate
 Product Desc: TOM SMITH FOR SENATE
 Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 530p-6p News CBS 21 News at 530p															
N 7	WHP	10/16/12	10/22/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
N 8	WHP	10/16/12	10/22/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
N 9	WHP	10/16/12	10/22/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
N10	WHP	10/16/12	10/22/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N11	WHP	10/16/12	10/22/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	7	\$140.00	P-2	0.00	NM	7	\$980.00
N12	WHP	10/16/12	10/22/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
N13	WHP	10/16/12	10/22/12	Wed Reg 2 Wed 9p-10p	CM	9p-10p	--W----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N14	WHP	10/16/12	10/22/12	Wed Reg 3 Wed 10p-11p	CM	10p-11p	--W----	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
N15	WHP	10/16/12	10/22/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	-----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
N16	WHP	10/16/12	10/22/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	2	\$90.00	P-3	0.00	NM	2	\$180.00
N17	WHP	10/16/12	10/22/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
N18	WHP	10/16/12	10/22/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
N19	WHP	10/16/12	10/22/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
N20	WHP	10/16/12	10/22/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
N21	WHP	10/16/12	10/22/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
N22	WHP	10/16/12	10/22/12	Wed Reg 1 Wed 8p-9p	CM	8p-9p	--W----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N23	WHP	10/16/12	10/22/12	NFL RS Game NFL Reg Season Game	CM	1p-7p	-----S	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
N24	WHP	10/16/12	10/22/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00
N25	WHP	10/16/12	10/22/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	-----S-	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00
N26	WHP	10/16/12	10/22/12	SEC Day Game SEC Football Day Game	CM	Various	-----S-	:30	2	\$125.00	P-4	0.00	NM	2	\$250.00
N27	WHP	10/16/12	10/22/12	CBS This Morning CBS This Morning	CM	7a-9a	MTWTF--	:30	4	\$40.00	P-3	0.00	NM	4	\$160.00

Totals 81 \$28,540.00